

Station	WPGH-TV PITTSBURGH, PA	Agency	() SRCP MEDIA	Rep Firm	
Advertiser	() POLITICAL		201 NORTH UNION ST, SUITE 200	Sales Office	() WASHINGTON
Product	TOM SMITH FOR SENATE		ALEXANDRIA, VA 22314	Salesperson	() KATHRYN SARDINSKY
Estimate#	305	Agency C/P1/P2/E	11/15/305		
Buyer	Betsy Vonderheid	Flight Dates	10/02/2012 - 10/08/2012	Salesperson Phone#	202-955-5342
Phone#		Hiatus Weeks		Salesperson FAX#	
Fax#					

--- CONTRACT COMMENT ---

*****NONDISCRIMINATION***** PARAGRAPHS 49 AND 50 OF THE UNITED STATES FEDERAL COMMUNICATIONS COMMISSION'S REPORT AND ORDER NO. 07-217 PROVIDES THAT BROADCAST STATIONS' ADVERTISING CONTRACTS WILL NOT DISCRIMINATE ON THE BASIS OF RACE OR ETHNICITY, AND MUST CONTAIN NONDISCRIMINATION CLAUSES. CONSISTENT WITH THIS ORDER, KATZ COMMUNICATIONS, INC. (INCLUDING ANY SUBSIDIARY OR DIVISION OF KATZ) DOES NOT DISCRIMINATE IN ANY BROADCAST ADVERTISING CONTRACT ON THE BASIS OF RACE OR ETHNICITY AND EVALUATES, NEGOTIATES AND COMPLETES ITS BROADCAST ADVERTISING CONTRACTS WITHOUT REGARD TO RACE OR ETHNICITY.

--- REMARKS ---

PLS SEE LN 1 FOR REVISIONS.
THANKS,
ANDREW

Ln	Dates	Time	Program	Len	Rate	Day	Spots/Week	# of Weeks	Total Spots	Total Cost
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*1	10/02-10/08	10P-1030P	NEWS	:30	\$475.00	TU-F,M	5	1	5	\$2,375.00
		Station Remark: V2 PLS REVISE LUR NEWS RATE TO \$400 AND EXPAND TP TO 10-11P								
2	10/07-10/07	1P-4P	STEELERS	:30	\$20,000.00	SU	1	1	1	\$20,000.00

---REPORT TOTALS---

Report Totals: 6 / \$22,375.00

---SALES MONTHLY TOTALS---

Oct 12: 6 / \$22,375.00
Sales Totals: 6 / \$22,375.00
Station Totals: 6 / \$22,375.00
Lines not sent/rcld/rtrn: 0 / \$0.00

---COMPETITIVE---

Market Totals	\$146,242	CABL	0%	KDKA	34%	UNKN	0%	WPCW	0%	WPGH	15%
		WPMY	0%	WPXI	22%	WTAE	27%				

---COMPETITIVE COMMENTS---

Station WPGH-TV PITTSBURGH, PA

Advertiser () POLITICAL

Product TOM SMITH FOR SENATE

Estimate# 305

Buyer Betsy Vonderheid

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Agency () SRCP MEDIA

201 NORTH UNION ST, SUITE 200

ALEXANDRIA, VA 22314

Agency C/P1/P2/E 11/15/305

Flight Dates 10/02/2012 - 10/08/2012

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KD ESTIMATED

Books

null

Demos

RA35+